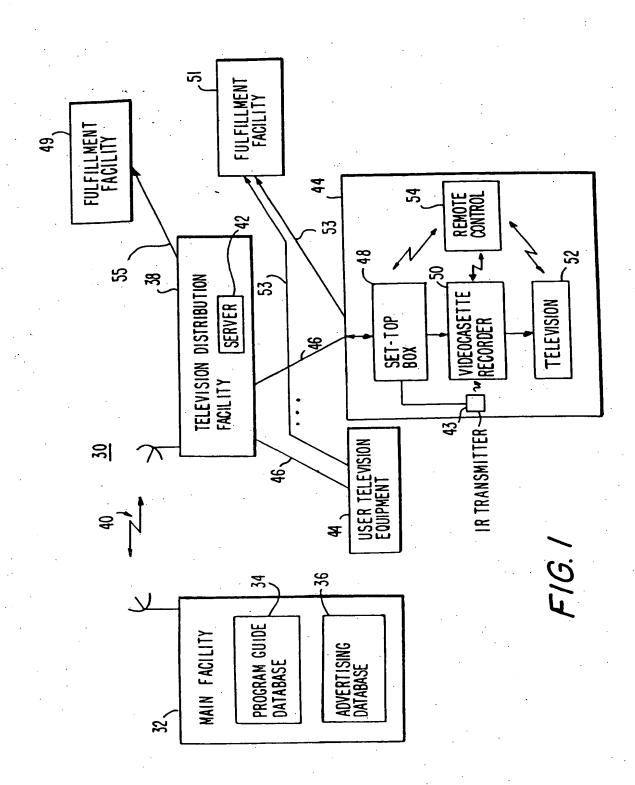
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Application No.
For

Peter F. Snell

Peter C. Boylan III et al. Docket No. UV-64 Cont. EV371744795US
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PROGRAM GUIDE SYSTEM WITH TARGETED ADVERTISEMENTS BASED ON FUNCTION
BUTTONS AND NON-PROGRAMMING OPTIONS

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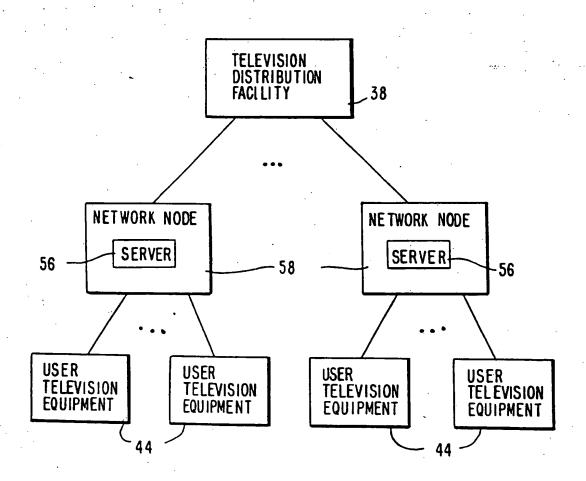


FIG. 2

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DETERMINE WHEN USER SELECTS A FUNCTION BUTTON

60

DISPLAY TARGETED
ADVERTISING OR TAKE
TARGETED ACTION IN
PROGRAM GUIDE BASED ON
WHICH FUNCTION BUTTON WAS SELECTED

62

F1G. 3

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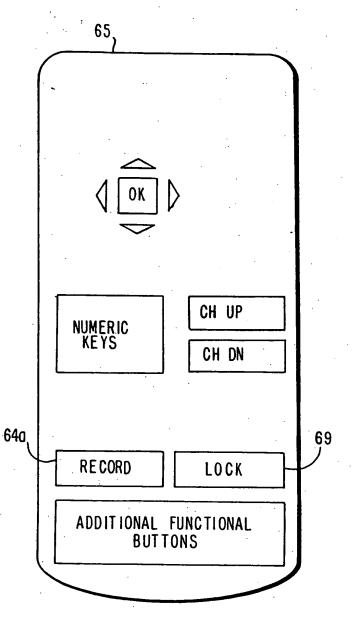
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FIG.4a



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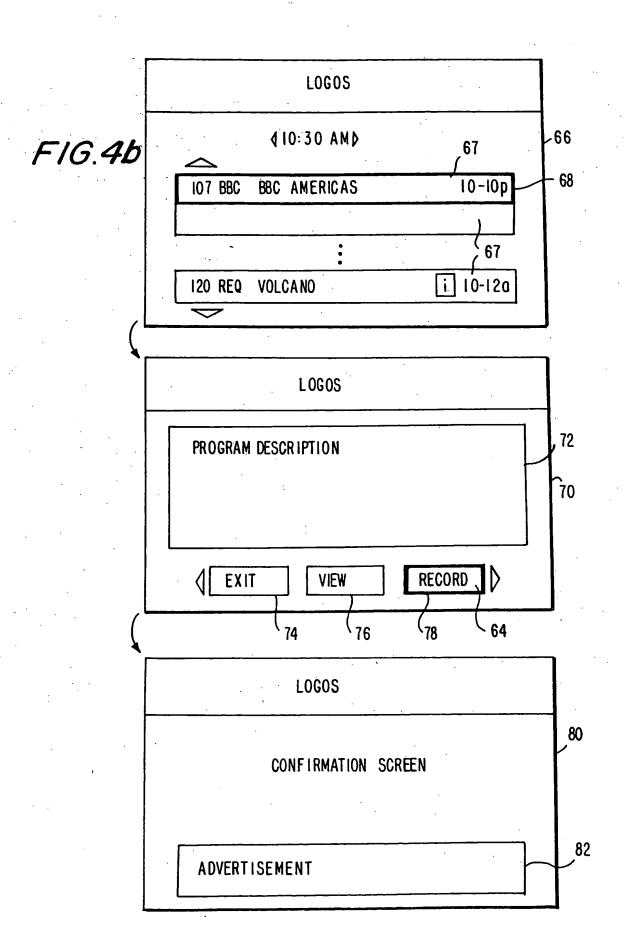
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DETERMINE WHEN USER SELECTS A NON-PROGRAMMING OPTION

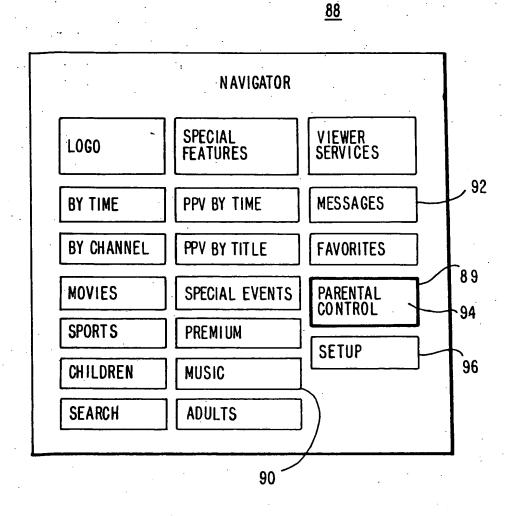
DISPLAY TARGETED ADVERTISING OR TAKE
TARGETED ACTION IN PROGRAM
GUIDE BASED ON WHICH
NON-PROGRAMMING OPTION WAS SELECTED

86

FIG. 5

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F1G.6

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Sheet 8/11
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BUTTONS AND NON-PROGRAMMING OPTIONS
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Peter S. Snell
Procket No. UV-64 Cont.
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FIG. 7

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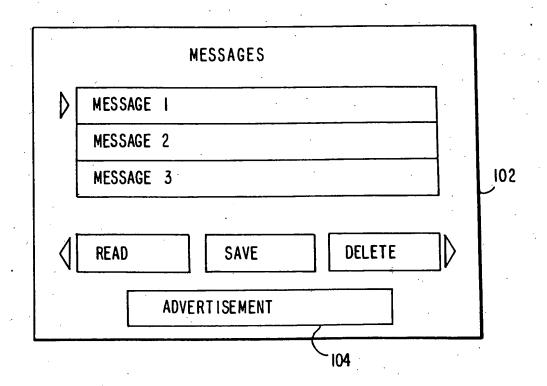
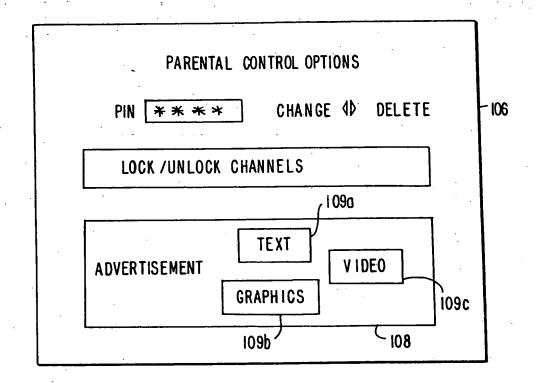


FIG.8

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F1G. 9

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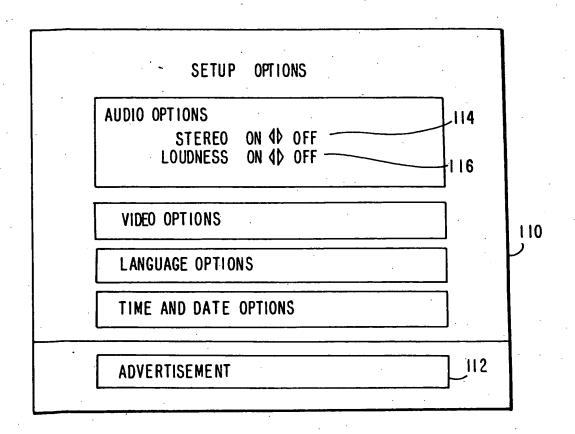


FIG. 10